

Riverside -  
The Farnsley  
Moreman  
Landing

## Eight Business Associations. One Goal.

Formed in 2008, the Southwest Dream Team is an organization consisting of business owners, civic leaders and area residents in Southwest Louisville. Representing Shively, Pleasure

Ridge Park, Valley Station, Riverport, Cane Run,

South Central, Iroquois, and the Fairdale/Auburndale business associations, we came together to promote the wonderful attributes of our community. We continue as separate area business associations, but are unified as we work toward a **brighter** tomorrow.

## The Vision. The Mission.

Our vision for Southwest Louisville is to be the best place to live, work, and do business by promoting the wonderful qualities of our community. We seek to attract quality businesses and employers to take advantage of our skilled and educated work

force. We will work with government areas to improve our infrastructure. To do this, we must lead a **UNITED**

Southwest Louisville to take action, to raise expectations and to energize our community.

It is time to take the **pride** we have always felt as a community and allow it to drive us toward achieving these goals.



Little  
League  
World Series  
Champions

## It All Started With A Dream for Southwest Louisville.


What began as the dream of one man, has evolved into the "Southwest Dream Team" - a group consisting of six committees: Cultural/Natural Resources, Economic, Education, Infrastructure, History, and Marketing. Each

group is focused on the idea of instilling a greater pride in our neighborhoods and creating a **positive** perception of Southwest Louisville. This rebranding effort has also garnered the attention of the media. With stories by The Courier-Journal, LEO, WHAS and WDRB, we are gaining **momentum**! Be looking for the decorative pole banners and the large billboard that reinforces our "pride" message. And there's so much more to come!

## What Are Your Dreams for Southwest Louisville?

Are you wishing for a Panera Bread in your neighborhood?


A Cracker Barrel? Maybe you'd like to see a Barnes and Noble or a Stein Mart. Wouldn't it be nice to have improved landscaping around our on/off ramps? Those are just a few of the dreams we have for Southwest Louisville. But we want to know **your dreams**! What would you like to see? For more information, please visit our website at [www.swdreamteam.org](http://www.swdreamteam.org).



River Blast  
at Iroquois  
Amphitheater



PRIDE • UNITY • EXCELLENCE



Tom Wallace  
Walkway -  
Jefferson  
Memorial  
Forest